Promo code # 172D

PHILIP MORRIS U.S.A. **PORTLAND DISTRICT**
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To: Greg Dowell Date: 9-10-93

From: Ben Nechanicky

Subject: Core Mark Trade Show 9-25-93
Basic Promotion

This will be selling show attended by approximately 550 Core Mark Customers.

Since this is a selling show, i.e. Customers do come to buy, we feel we have an excellent opportunity to partner with Core Mark, as well as our Retail customers. Most importantly, we will be able to move product.

Our brand of choice at this show is Basic. We would like to extend at least the same off our competition has committed to.

Example: GPC has committed to a 15 carton package with $1.00 off per carton for attendees. The price offer is featured on a special booking form used at the show only.

Core Mark will be featuring their Best Buy brand at .75¢ per carton under Basic.

We would like to propose offering show attendees:

15 carton purchase $1.00 off per carton

20 cartons or more (max of 50 ctns) $1.50 off per carton.

I have requested the trade show allowance at these levels to be less than or approximate to 10% gratis. (Wholesale price is currently $11.20 per carton Oregon).

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Source: https://www.industrydocuments.ucsf.edu/docs/zjfy0004

Projected; 60% of attending accounts taking advantage

Carton sales 6,000

Core Mark to deliver.

In addition, during the show there will be featured educational seminar/speakers (presentations) for different product categories in C-Stores. Philip Morris will be the industry speaker/for the cigarette category. Some of the other companies will include Proctor & Gamble, Hershey, and Leaf.

By having a show stopper purchase offer, together with being the featured cigarette manufacturer, this would give a great deal of credibility to our leadership position as well as sell product.

Should you want to discuss this further, please call me.

Ben Nechanicky

cc: M. Pfeil
D. Wolf

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